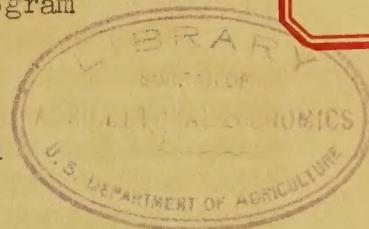


Protecting the Consumer in the Recovery Program

by

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THE CHAIRMAN: You have had a good opportunity now to go through the plans and programs in these various divisions in the Agricultural Adjustment Administration, the divisions set up to handle the so-called basic commodities under the law, and the divisions set up to handle the non-basic commodities as proscribed by the law. Now in connection with this program, we in all farmers' meetings, I know every one I have been to in the last few months, hear a great deal about where does the consumer come out in this program, and the Agricultural Adjustment Administration, of course, is taking care of that part of it and we are very happy to have Dr. Frederic C. Howe with us this morning, who will discuss plans and programs that they have under way in that connection, and possibly also the philosophy of this whole movement. Dr. Howe.

DR. HOWE: (The paper read by Dr. Howe follows.)

I am going to take some liberties today with you, and with the things I am supposed to talk about. I am doing this because it is not worthwhile, especially in these changing revolutionary days, to waste one's time on things that are not of importance to us. Moreover, you know in a general way what is being attempted at Washington; you know its goal; you know we are attempting to put 12,000,000 men back to work and give both the worker and the farmer a share in the wealth, well being and happiness that should be theirs. As to how that should be done is a matter of experiment. What was done yesterday may be changed tomorrow. We are engaged in a war, a war on poverty on the one hand and a war for the better distribution of wealth on the other.

I want to talk about the possibilities of a new and better society, such a society as you want to leave to your children. If you are wise, I think you would rather leave such a society to them and to America than to leave your children great wealth. For wealth is vanishing; as vanishing today as it was in the days of the great Prophet 2000 years ago. Wealth takes wings, and whether it takes wings or not, it is a source of trouble. And poverty, the poverty which we have all suffered or feared the last few years, is of itself creative of a new, and I believe a better social order than that which has brought us where we are.

And let me begin with a quotation. I think you will like it. I like it immensely. I don't know when I have read a public utterance that gives me more pleasure. It excites my enthusiasm, as it excites my envy as a writer as do few utterances of public men in my lifetime.

Here is that quotation: "We have worked too hard in this country. ****We made a virtue of intemperate greed and efforts.****Toil was holy. It was wrong to sit in the shade and dream.****"

"We have believed that leisure is wrong.****I believe that now that we are turning our minds around, and discovering that overwork does not pay, neither in money nor in any other sense, we will not continue to make a fetish of overwork. We shall learn as individuals to value and to improve ourselves.*"

"The thought of organizing another man's or woman's private and personal existence is repugnant to me. But I think that all men and women should have the chance to do and think and dream as they please part of the time, not for money, not for fame, but simply because they want to; and I believe that most of us, once the opportunity is afforded, will discover within ourselves a wide variety of stimulating and pleasant things to do."

That, my friends, was not said by a great Athenian in the days of Pericles. It was not said by Epictetus, by Seneca or by any one of the philosophers of antiquity. That statement was made but yesterday. It was made by a member of President Roosevelt's Cabinet, by one of the men who is doing all he can do to lift us back to comfort and security. It was made by Secretary of Agriculture H. A. Wallace.

Strange as it may seem, that statement could hardly have been made at any time before in the history of this country. It could hardly have been made before in 2500 years of progress from the days of Greece down to date. The reason is we dared not cease working as we dared not cease thinking of work.

Do you realize that it is but a few short years since all of us feared want, feared we would not have food enough to go around. We feared that our labor would not protect us from the possibility of hunger, possibly of starvation. That was the necessary fear of America as it was the fear of the Western world until the present day.

We need have no such fear today. Instead of fighting against famine, we are now fighting against plenty. Instead of fighting against too little, we are fighting against too much, too much food, too many shoes, too many clothes, too much wealth that is issuing from the land on one hand and the machines we have created to serve us on the other. It is this that is the extraordinary fact in the world in which we live. It is one of the most extraordinary facts which our civilization presents.

Those who observe the technological changes that are going round about us, observe that the machine has upset every effort of man to establish an orderly society. It has thrown everything out of gear. This machine which man perfected has put 12,000,000 men out of work. It has put from 20,000,000 to 30,000,000 people in poverty or on the borderline of poverty. We have too much horse-power. Too little opportunity for man-power. For the machine has absorbed the opportunities for man-power which have been ours for millions of years.

This, my friends, is the problem we are working on today. It is not a problem of too little wealth, but of more wealth than we know how to handle so that it will find its way into the currents of distribution and consumption. The experiment we are occupied with is the greatest experiment the world has ever known. That experiment is directed to the control of plenty, not the consequence of scarcity. We have in fact reached the end of an age long era. We have reached the end of millions of years in man's long, almost unending struggle against the fear of necessary starvation, of necessary hunger and of necessary insecurity.

There is another fact of outstanding significance. And while I do not want even to approach partisan considerations, I think it is one of those miraculous accidents that sometimes happen to mankind that there is a man at the head of a Nation who says and believes the fact that man has a right to useful work. That he has a right to use the talents, the energy and gifts which God or Nature gave to him. That is another extraordinary fact in the world in which we live. It signifies a revolutionary change in our thought processes. For however it may be stated, one of the messages which issues out of Washington these days is that men have a right to work.

Quite as explicitly it is being declared that men have a right to eat even if they cannot work. The machine has so altered our industrial system that poverty has ceased to be personal, it has become social. It is no longer traceable to the individual man. It is traceable to the collective maladjustment of our industrial system. In consequence poverty has ceased to be a disgrace. It has become a social problem for which no individual man is responsible.

And so we have three facts before us. 1. The machine has given us an abundance of wealth. 2. We have a political leader who believes in the fact that men have a right to work, and 3, a warm-hearted statesman who insists that those who cannot work shall no longer be treated as objects of charity, they shall no longer be set aside as unworthy, they are merely those members who have had to step aside because of some accident which has thrown them out of employment.

That brings me to another thing which I want to say. I am saying it as a reporter of a changing point of view, of a new social psychology, of a political philosophy which I have never dared expect would be ours in my lifetime. We are undertaking relief work from a new viewpoint. The man on the bread line is in the same economic situation as an official of a bank, of a railroad system, of a great industry which has been unable to survive the industrial crash, which has so dislocated the foundations of society that men's jobs and their opportunity to live has passed from under their individual control. Twelve million workers have been thrown out of work by this dislocation. Thirteen thousand banks have been closed. Possibly 1,000,000 farmers and home owners face the loss of their farms and their homes while friends and neighbors to the right and left of us, find themselves without the wherewithal with which they can sustain their families in customary comfort and send their children fully fed and fully clothed to the schools.

And so the Relief Administration set up at Washington under Mr. Harry Hopkins is serving the Nation with a declaration different from that of any similar public official in the history of the Western world. Not only is he giving men work, not only is he disbursing food and relief more generously than it has heretofore been done, he is announcing this relief as something made necessary by a collapsing industrial civilization, for which collapse no individual or group of individuals is entirely responsible.

And now I come to you and to me. Each one of us has a new job. That job is to think differently than we ever thought before. We as individuals, to my mind, have a more important service to perform than to do some labor from day to day to help in the recovery program. The real obligation upon us

is to recast our understanding of life. Also to recast our attitude toward our fellows. Also, and possibly most important of all, to contemplate how this behemoth machine which has become a Frankenstein monster, can be harnessed to that want and fear will disappear from the face of our fair land.

I should like to stop and let this suggestion sink into your minds. I am quite willing to have you forget everything I have said, if you will give some thought to the fact that recovery means a recovery, which will end worklessness, end insecurity, end fear and end poverty. And that involves a new approach to this Nation of ours, to its functions, to what it should do for all of us so that we will joyously wake in the morning, joyously go forth to enjoy the wealth which is here in abundance and waits only to find its way through the current of commerce to all of us.

It was possibly this new approach to the problems which confront us that led to the creation of the Consumers' Counsel Division of the Agricultural Adjustment Act. So far as I am aware, no similar official, whose duty it was to devote his time and energy to the protection of unorganized millions, has ever been provided before. Scan the political changes of government and you will find that our thought, our emphasis and our political organization for 300 years has been directed toward the production of wealth, to more and more production in our attempt to escape from want. We have legislated to produce more food, to manufacture more clothes, to speed all the wheels of industry to bring more coal, iron, and oil from the ground, to build more mills and factories, to erect great apartment houses and hotels. The land of America, from pioneer days, has been dedicated to the production of wealth. Not to its use, not to its consumption, but to add to this wealth as though that were a satisfactory end in itself.

And now I may be merely expressing a fervent hope when I say that we may be entering a Consumers' Society, on a Society in which men in places of power, will think of wealth as something to be used, something to be enjoyed, something to contribute to our happiness. This suggestion, as I said, may be wishful, and yet it is my belief that economic forces which we cannot control will drive political forces to the contemplation of wealth as a thing to be dedicated to use, to find its way into every one's hands and to so control the machine, the engines of production, and the ends of distribution as well, so that this end will be consummated.

You will realize now, I think, why I chose to neglect the details of the Recovery Administration. You will understand why I introduced what I had to say with the quotation which I read. Let me repeat a part of it. "We have worked too hard in this country. We have made a virtue of intemperate greed and effort. A country was here to be occupied and subdued. It was wrong to sit in the shade and dream. It was wrong to go fishing in working hours.

I continue the quotation. "We have believed that leisure is wrong. We have not trusted ourselves sufficiently to believe that we might be trusted with leisure. We will not continue to make a fetish of overwork. We shall learn as individuals to value and to improve ourselves." I especially like the way this statement concludes. The ending is: "I think that all men and women should have the chance to do, and think, and dream as they please part of the time. Not for money, not for fame, but simply because they want to.

And I believe that most of us once the opportunity is afforded, will discover within ourselves a wide variety of stimulating and pleasant things to do."

That is the final note of this invigorating quotation. I want you to think of it. It is far better than anything I can say. It is far better than anything I ever have been permitted to say. It says that we shall now have time and I hope opportunity to turn in on ourselves and contemplate that there is a fine life within each one of us that is full of unknown and undreamt possibilities of happiness.

I do not have much time to read these days. Yet I do occasionally think of the ancient Greeks, who because of slavery, were able to talk this way and live this kind of a life. And these Greeks produced a civilization which has not been approached in subsequent centuries. They knew that the life within us was of more value than the life without. That the things Nature gave us were of more importance than the things we sought to own. They dared to live in the sun and write and think and talk in a way that has survived the bankruptcies of business for 2500 years. For today wherever any European or the English language is spoken, men go back to the thought of these Athenian philosophers for inspiration to help them in the better understanding and the fuller enjoyment of life.

And just as slavery made such a life possible to the Greeks, so the modern machine may make such a life possible to all of us. For the machine has taken over our work. The automatic factory is crowding its way into many industries. Great plants are operated with but a handful of men. The electric switch turns out steel rails as it spins for us valuable fabrics. Man has either created a Frankenstein monster which has made man himself superfluous, or he has created the lamp of Aladdin which he only needs to rub wisely to lift him from the struggle on which he has been ceaselessly engaged for a million years.

Many of you may think I have wandered far afield from my subject matter because I have said so little of the Recovery Administration, of the problems of industry, of agriculture, of labor. In the sense that men spoke of recovery in the past, that is quite true. I have neglected the old concept of life. The old emphasis on thrift, on labor, on concern for material things, yet I have talked on recovery, on the recovery of our individual mind, on the recovery of our individual self, so that we may understand and take enjoyment out of the things that are inside of each of us. And that is a real recovery. It is a recovery of man himself. Not of the right to work in a mine or factory, but the right to the possession of our own individuality and its use for the fullest possible individual life.

Now I confess I feel elated that I should be out among the pioneers in this new dispensation, just as much of a pioneer as my grandfather and great-grandfather were when they moved West and still further West for the breaking of new acres and the building of new commonwealths. They were pioneers to escape from the serfdom of old Europe. They were escaping from a kind of personal slavery. For a man with a homestead in the West under himself was as free as he then could be. Those men were great individualists. Each man for himself, was the philosophy of that old society, a philosophy made necessary by conditions which man could not control. He

could not control it because he had few tools, no machines. What he produced, he produced oft-times with his naked hands. Today that is ended. We no longer work with our hands. We have harnessed power. Society does most of these things for us. We almost turn a spigot and the things we need flow into our laps. And men in Washington are in a sense pioneering in this new field of consumers use, of wealth for enjoyment, of new and abundant leisure. We are breaking down old traditions. On them we are creating new ones. We are thinking of a new concept of society in which undreamt of harnessed power, will relieve us of unnecessary labor and will lift unnumbered millions of men, women and children into comfort that kings did not know of a century ago.

The machine has done for our age what free land did for our fathers. One gave us freedom of one kind the other gave us freedom of another kind, and so we are confronted with a new kind of statesmanship, a new kind of engineering. It involves a kind of statesmanship and engineering that consciously or unconsciously is going on all about us. Often it is not recognized as such. Yet that is the motive that is shaping the thoughts and actions of men today as it never shaped them in the past. I find an expression of this philosophy running through the utterances of the Chief Executive of the Nation. I see it in such changes as the Federal Relief Administration. I see it in such activities as the building of model homes throughout the country, in the clearance of slums, in the development of subsistence farms to which men thrown out of work can retire and live upon the land. And I see it in the expenditure of public monies to add beauty to our cities and country in the form of work of public improvement.

I said there was a second problem which confronted us. That problem is the problem of leisure, of free time, to do with it as we will, of time to become ourselves, to enrich ourselves, to get a deeper acquaintance with our own personality, with our own ego. Now I have always had a great respect for that thing which we call human personality. That thing that sets one man off from another. That distinction is not a question of wealth. It is not a distinction borne of place, fame or recognition by one's fellows. William James, the great Harvard philosopher talked much about the distinction which he found in men whom other men passed by. And I hope I am not tiring you recalling back those lines which give me so much pleasure. The first is, "We shall learn as individuals to value and to improve ourselves." Again, "The thought of organizing another man's or woman's private and personal existence is repugnant to me, but I think," said this statesman philosopher, "again" "all men and women should have the chance to do and think and dream as they please part of the time, not for money, not for fame, but simply because they want to. I believe that most of us", he says, "once the opportunity is afforded, will discover within ourselves a wide variety of stimulating and pleasant things to do." And so it is up to you, not in an organized way, not through clubs or groups, it is up to you as individuals, to ascertain what you will do with this leisure which has been conferred upon you. Not what you will do with it, but what you will do with you yourself.

There is something refreshing in realizing that one is living in the midst of revolutionary change, that one is living at the birth of a new era, an era that marks on the one hand the end of necessary want and hunger and that marks on the other hand the dawn of what is possibly the most important epoch in the history of man. For as I said in an earlier paragraph, we have

come to the end of a necessary fear, of necessary want, of necessary scarcity of food, of clothes, and means to enrich ourselves. We need, if we are wise enough, no longer fear for these things. We are at the same time concerning ourselves with the harnessing of power, of machinery, of the political state, so that the wealth which springs from the brain and hand of man will reach out and distribute itself so that comfort and health and happiness shall be a common heritage of all of us, and a new age will be born in which each individual, be he rich or poor, be he high or low in birth, will be able to dedicate part of his time to the realization of that personality which God or Nature has given him for the attainment of his greatest individual and social perfection.

THE CHAIRMAN: After hearing this very excellent paper, I feel that the Program Committee showed very good judgment, Dr. Howe, in giving these people an opportunity to hear the various plans and programs and then for you to follow with the philosophy of the whole program.

Now we have time for discussion of this subject and I am sure Dr. Howe will be glad to have any questions.

QUESTION FROM THE AUDIENCE: I would like to ask Dr. Howe a little bit more specifically how his program includes for, say the coming year, that is, more specifically the program to be followed by the consumers' counsel, whether it is to be a matter simply of saying that the consumer is not over-taxed by bread prices, or whether his program is to branch out much wider than that.

DR. HOWE: First, as to the specific thing that we are doing in an experimental way at the present time. This is a new adventure. It attempts specifically to find some means of keeping the price level adjusted so that it won't get out of line. It is part of the program to control the tenth man that I think the President spoke about; about the man who refuses to play the game. Our objective, in part at least, is to prevent profiteering and unwarranted price advances, along with permitting prices which will bring up the price level of agricultural products, on the one hand, and the wage scale, on the other. For recovery involves, among other things, many irregularities in the price level. You know that the interest charge remains the same as it was in 1929. The taxes remain as they were in 1929. Interest charges and taxes are certainly in excess of \$20,000,000,000. The tax burden of the Nation is \$14,000,000,000. Presumably the interest charge is \$6,000,000,000 to \$8,000,000,000 more. That is one type of price range that sticks up like a high mountain in the midst of a fallen price level. You take the charges of the utilities companies, they stand as they were in 1929. The price of steel and iron and the many structural things entering into the capital goods market stand as they were then. The primary job is to correct those inequalities so that the buyer will buy as much commodities as he did in the previous period. Our economic system makes it possible for some men to get out of line and take advantage of the opportunity, to take advantage of consumers. For the present our job has been to watch those who wouldn't play the game. We watched it first as to bread, which was inclined to get out of line. I think a pretty good job has been done on bread up to the present, at least. Something like this was done as to textiles. They too were studied. We issue the Consumer's Guide, every 2 weeks, which indicates as well as possible those bad spots. It indicates also the spread between what the farmer gets out of the consumer's

dollar and what the consumer pays. That spread is pretty wide. Every Thursday at 5 o'clock we have a radio discussion on the up-to-date facts of food commodities. Along with that there is continuous research going on, and our Division seemed to amass sufficient material, in cooperation with the Bureau of Agricultural Economics and the Labor Statistics, so that we have a kind of statistical picture before us, a graph of what is taking place, and I fancy they will grow more and more important as it succeeds, so that consumers can stand off and say, "There is something that is out of line."

THE CHAIRMAN: I think we should hear from a number of the States on this. Mr. Knowles, I believe you started to say something.

MR. KNOWLES: Part of the suggestions I had in mind have already been expressed here by the ladies in the rear of the room. It has occurred to me that Dr. Howe's section might prepare a news service for county weeklies, county papers, a different type of story, if it can be prepared, than the one that goes to the Associated Press or the metropolitan papers. That news service most certainly, however, ought to be hooked up with our college editor, and he in turn hooked up with some of our farm specialists, perhaps the extension corps, to gather and approve of that story, and perhaps they could reorganize that story a bit and send it out to the county papers. I feel that Dr. Howe ought to know just who is getting this Consumer's Guide, who gets it and how much use is being made of it. I know in my case I don't know who is getting it, I don't know what specific use is being made of it, and I think we could, in our extension work, remedy that if we had a clear knowledge of what you are doing and if we had a thorough hook-up. As I say, one instance of the hook-up would be a news service of local weeklies to be hooked up between your local divisions and our college editor.

DR. HOWE: I should think that the men in the Land Grant Colleges, interested in agricultural economics, ought to be integral parts of this whole thing. Four or five thousand of the Guide, I think, are being distributed to them.

A VOICE FROM THE AUDIENCE: Mr. Howe, I think you already have a mailing list, including the county demonstration agents - is there somebody in your office who is familiar with that mailing list, who could say to these people, "Just to whom is it going now? We helped to suggest the mailing list, so we are interested in it."

DR. HOWE: I say there are 4,000 or 5,000. They go to the various Department Chiefs, it goes to all libraries, all colleges, to a great many newspapers; as a matter of fact, there have been personal requests received in addition to our mailing list from 6,000 different people, so it has gotten its circulation through an obvious demand, with a pretty generous reply coming back to us concerning the use it is being put to.

A VOICE FROM THE AUDIENCE: May I say, Mr. Howe, that in the beginning when this question of the mailing list came up, it was requested, and I think was carried out, that copies should be sent to the State Agents for home demonstration work and for county agent work, a copy to each home management specialist, each agricultural economist, and each food specialist, and a copy to each home demonstration agent. I think, as I remember it, that is the way it is distributed now.

A VOICE FROM THE AUDIENCE: Dr. Howe, is there any possibility of holding a few open meetings since this is a Triple A effort on the consumers' work, wouldn't it be possible to hold a few hearings here and there throughout the country to see what the rural people are paying, compared with what they were. Here again they feel that the Triple A service is not really helping them yet.

THE CHAIRMAN: We have not had any contributions or suggestions from the Corn Belt or the Far Western States yet.

QUESTION: Are you getting this out through the small centers where the rural women are making purchases as well?

DR. HOWE: No, I don't think we are, and, of course, we have nothing to do with what is covered by the N.R.A. Textiles are under our head, and some of the other commodities. I should like to have you suggest things that can be done locally with the consumers program - constitute yourselves a committee of the whole. It would be of tremendous advantage to us if you would give us your ideas as to just what could be done throughout the country.

QUESTION: We have been getting the Consumer's Guide and have been having quite a little discussion of the information in there. The immediate question has arisen in the minds of the rural people, and the way the question has been answered is more or less like this - and we would like to know whether we are right or not. In the main if the merchants are kept in line in the larger centers, there will be a tendency for the merchants in smaller centers to follow along in the same proportion as in the larger centers, and we have been proceeding along that line.

DR. HOWE: You mean the tables for the 51 cities and trying to impress them on the smaller communities?

MEMBER: Yes.

DR. HOWE: Fine. And are you getting organizations that will act collectively on that?

MEMBER: There are a few organizations that are acting collectively on it, but we are doing it with our extension people first and we anticipate the possibility of their having local organizations through which they can help to carry on through the individual people in their communities.

DR. HOWE: Can you suggest any types we ought to cover that would be helpful to you?

MEMBER: None - other than are in there; no, sir.

DR. HOWE: Could it be edited in any way that would be more helpful to you?

MEMBER: If there could be some suggestions as to the application of the information to the smaller areas. We could do that in our own way, of course, but if it is in the Guide it helps us to carry it on further.

MEMBER: The situation is interesting, I think, in regard to the prices reported, particularly the retail prices. I think we have never had anything like a satisfactory report on retail prices, and there are plans at the present time to get such a report which will give a representation of the commodity prices in country places. I don't know yet how much differently that will be done because the plans are not finally approved as yet. The plan is to greatly enlarge the number of commodities reported in these 51 cities and probably take on several additional cities, and also to adequately cover the country places. The food list is being enlarged right away, I understand, by adding about 15 commodities, and in addition to that, there will be a collection of clothing prices including probably over 100 items of clothing which will be undertaken very soon, and we hope that a complete collection of commodities of all kinds - I won't say complete - I mean a representative list covering all kinds of commodities, and after that there is hope that we can include some things that are not commodities which come into the cost of living and which should be collected if we can get around to getting those things.

DR. HOWE: Dr. Stanley, have you any suggestions?

DR. STANLEY: I have thought of some subject material for discussion. This material is not getting out to these local groups, but if we could break it down and get some other material to them for discussion, so that they could see the interrelationship of the A.A.A. and the N.R.A., it would be very helpful. When somebody suggested sending out in connection with the Consumer's Guide the adaptation to rural communities, I had in mind that if there could be added to it some suggestions of ways in which it could be used in local discussion groups, it might be of help in stimulating the kind of discussion which I think is necessary.

MEMBER: (Home Economics) I have just come back from 5 weeks in the Mid-West, Indiana, Ohio, Michigan and Missouri, and I think the farm women in that area feel that prices are somewhat higher. I feel with Dr. Stanley that if some material could be prepared to go out for use in local groups, it would be very helpful. We have some 800,000 women who meet regularly once a month, rural women, and we have over 1,100 home agents who find this material very helpful, but they are extremely busy, and if suggestions as to how they could use it to greater advantage in talking to these 800,000 women, could be supplied, I think it would be a very fine thing - giving such suggestions as were made here concerning the relationship of these prices to the A.A.A. and the N.R.A. I wonder if as a practical thing, just as we get crop reports from the farmers, I wonder if in each county where we have a home demonstration agent, some one could not report the prices that are being paid and send that material in to your office on those commodities. The rural women are buying and they feel, as there is information available for the benefit of the city people, so there should be information for the smaller areas. We have over 75,000 who last year acted as local leaders in home demonstration work, which means that they receive training from the agent. These women are of very great assistance for obtaining and disseminating this information among the women and representative, authoritative information between the A.A.A. and the Consumer's Counsel.

DR. HOWE: I had not heard of that wonderful organization before. I think there is a possibility there of affording constructive localization for what we want to do that would be very valuable.

MEMBER: I might add further that these women are in about 60,000 communities.

MEMBER: I suggest the problem which I have found and that is that the rural people I come in contact with feel that the prices they are paying for certain types, particularly clothing, have advanced very decidedly; and when they hear of a processing tax of 3 cents a pound, and then the price has gone up possibly 50 percent, they consider that very unreasonable and wonder how that comes about and if it is justified. If they understand how it comes about, I think they would not be so critical, but they do not understand and it is very difficult to explain, even if you attempt it. But it apparently is a fact, in view of the rather slight increase in prices, and it is creating quite a good deal of question. If that could be explained satisfactorily and if they could be shown that it is to their own good and to the good of other people, it would give them an entirely different attitude toward the situation which is existing and a greater support for the Agricultural Administration program in its various phases.

MR. DIXON: I think we ought to hear from at least one of the men in the Far Western States - either a question or suggestions.

MEMBER: We have discussed mostly how we are to encourage the granges and the farmers unions to get this Consumer's Guide used in their meetings. I don't know whether a request for several hundred copies would be proper or not. That is one thing I intended to find out while I was here. There was a desire to increase the number of reporters. I don't know whether this idea would be of any use or not, but I am satisfied that through the granges and the farmers unions we could get in a short time maybe 200 or 300 voluntary reporters to report this information.

DR. HOWE: I am sure we would be happy to do that. If you will send us a list, we will be glad to see that you get the copies.

MR. DIXON: There is no limit on your mailing list then - within reasonable limits, I mean?

DR. HOWE: Certainly not when it is doing a useful service.

MR. DIXON: I have just one suggestion to make. The Secretary of the committee representing the Extension Service is here and if Dr. Howe would meet with him I believe you could work out some desirable plans.

DR. HOWE: I endorse that 100 percent and you should feel free to criticize, also, because this is an experiment. You bring to us your knowledge of actual conditions, and if political economy is of any value at all today, it should be a useful science. There is not any use in going ahead with the Guide if it is not a useful thing.

DR. STANLEY: I would like to ask Dr. Howe what he feels about the standards back of the commodity upon which prices are fixed and what he sees

is being done in regard to establishing standards or using standards already established on a good many materials - in price fixing.

DR. HOWE: I presume it is true your prices are not valuable unless you have standards, and that is something incidentally which Dr. Stanley has been working on. When we do get grades and standards generally accepted then the price equivalent attached will be much more significant than it is today. We have been doing what we could to cooperate along that line.

DR. STANLEY: I want to raise the question that cooperation is necessary if anything is finally done on carrying standards to the consumers.

MR. DIXON: I don't know whether they understood your question. Will you restate it?

DR. STANLEY: We have been very much interested. We have been hoping that through the A.A.A. and the N.R.A. in connection with prices that we could also have some guarantee of what the consumer was getting for those prices in terms of standards, of grades, and we hope increasingly that this may be carried through to the consumers. We want cooperation on it.

MR. DIXON: Any further questions you want to take up with Dr. Howe?

MEMBER: I have a feeling that the dissemination of knowledge in regard to this program is more evident in the cities than in the country. I believe the larger an organization is, the more efficiently would be the carrying of this program to the country. Naturally the country people have some knowledge of this program that the city people or the urban people do not have. I think they know more about it than they do, so I should like to enlarge the suggestion in regard to this committee working with Dr. Howe and suggest that some of these women of the state colleges be included in the working out of this program.

DR. HOWE: I am just as excited about this as can be. This recovery program must get back at the roots of things. This remaking of America, which I believe is going on, cannot be done at Washington. It must be done by the people themselves. The creating of new standards, new activities, new criticisms, of getting rid of abuses - and I do not know of any better group than this to take hold of the problem. I wish they would not only do some very hard thinking, but if they will write in to me, then out of that we will have a better chance of knowing what we ought to do.

MEMBER: Personally, I get more out of the consumers research than out of the Consumer's Guide, for reasons which are obvious, and I am not suggesting that you follow their line, but it is helpful.

DR. HOWE: They are very largely made up from the Bureau of Standards - taken out of their records over there.

DR. STANLEY: It is a summary of information coming from various sources, supplemented by tests made, I think, in their own laboratories.

MR. DIXON: I am sure we will be very willing to keep all these things in mind, and if you will write Dr. Howe your suggestions as they come along, it will be helpful. Now, if there are no further questions, we will thank you, Dr. Howe, for this fine hour and a half, and I believe we will adjourn until one thirty.